

Message Text

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PAGE 01 TOKYO 07812 010820Z
ACTION EA-12

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FOR OIM/EISELT

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: CLOSE OF EXHIBITION REPORT: INDUSTRIAL PROCESS
CONTROL EQUIPMENT, APRIL 24-28, 1978, U.S. TRADE CENTER,
TOKYO

SUMMARY: TRANSPORT STRIKE DURING WEEK OF EXHIBITION KEPT
ATTENDANCE BELOW THE EXPECTED LEVEL. SLOW BUSINESS
ACTIVITY IN SEVERAL END-USER INDUSTRIES MAY HAVE BEEN
ANOTHER FACTOR IN THE RELATIVELY LOW LEVEL OF REPORTED
SALES. END SUMMARY.

1. U.S. FIRMS SEEKING REPRESENTATION: 3. (A) SALES
REPRESENTATIVES APPOINTED: NONE. EXPECTED NEXT 12 MONTHS:
6. LEADS OBTAINED: 21. (B) LICENSEE AGREEMENTS SIGNED:
NONE. EXPECTED NEXT 12 MONTHS: 1. LEADS OBTAINED: 1.

2. SALES: \$2,877,226. (A) ACTUAL DURING EVENT:
\$115,226. (1) NTM: \$105,156. (2) OTM: \$10,070.
(B) EXPECTED NEXT 12 MONTHS: \$2,762,000. (1) NTM:
\$2,212,000. (2) OTM: \$550,000. (C) LEADS OBTAINED:
904. (1) NTM: 655. (2) OTM: 249.

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3. REGISTERED VISITORS: 971 (1,026 HAND-COUNT).

4. TOTAL PARTICIPANTS: 29 REPRESENTING 35 EXHIBITORS
(NTM-29, OTM-6).

5. PRIMARY PARTICIPATION OBJECTIVE: (A) FULLY ACHIEVED:

13. (B) PARTIALLY ACHIEVED; 21. (C) FAILED TO
ACHIEVE: 1.

6. U.S. EXHIBITORS WITH REPS ATTENDING FROM U.S.: 12.
7. NARRATIVE: ATTENDANCE WAS ADVERSELY AFFECTED BY A
TRANSPORTATION STRIKE WHICH CLOSED DOWN ALL COMMUTER RAIL
SERVICE DURING THE FIRST TWO DAYS OF THIS EXHIBITION.
AFTER TWO VERY SLOW DAYS, THE NUMBER OF VISITORS INCREASED
SHARPLY DURING FINAL TWO DAYS TO REACH A TOTAL OF 971,
ROUGHLY 65 OF THE ATTENDANCE AT THE 1976 IPC SHOW. IN
ADDITION TO THE STRIKE, ATTENDANCE APPEARED TO HAVE ALSO
BEEN AFFECTED BY THE CONTINUING SLACK BUSINESS ACTIVITY,
ESPECIALLY IN THE CHEMICAL AND PETROCHEMICAL INDUSTRIES,
STEEL AND ELECTRIC UTILITIES. OFF-THE-FLOOR SALES
TOTALLED \$115,226, AND 12 MONTHS SALES WERE PROJECTED AT
\$2,762,000.

- THIRTEEN EXHIBITORS FULLY ACHIEVED THEIR PRIMARY
PARTICIPATION OBJECTIVES, 21 REPORTED PARTIAL ACHIEVE-
MENT, AND ONE FIRM, WHOSE EXHIBIT WAS NOT DIRECTLY RELATED
TO THE SHOW THEME, REPORTED FAILURE TO ACHIEVE EVEN
PARTIALLY ITS PARTICIPATION OBJECTIVE.

- THE THREE U.S. FIRMS SEEKING REPRESENTATION INITIATED
NEGOTIATIONS WITH POTENTIAL REPS DURING THE SHOW, AND
REPORT THAT THEY EXPECT TO CONCLUDE AGREEMENTS DURING
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THE COMING MONTHS. SHERMAN

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Message Attributes

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